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ABSTRACT

This guide contains six learning modules that together constitute a minicourse in corporate etiquette designed to give tech prep students the social skills and business etiquette skills needed to conduct a successful job search. The following topics are covered in the individual modules: social etiquette (making introductions, use of first names, the art of conversation, restaurant etiquette); business etiquette (job search, resume preparation, job applications, job interviews, business meetings and appointments, business correspondence); business wardrobe (basic business attire, dressing well on a budget, basic rules for business dressing); self-esteem; telephone etiquette; and international etiquette (special customs in Japan, France, Germany, and Hong Kong). Each module includes some or all of the following: information sheets, tip sheets, diagrams, and practice exercises. Contains 22 references and addresses of 2 sources of information about international customs. (MN)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

Corporate Etiquette and Human Relations:

Building Confidence and Competence for the Workplace

Supplemental Materials for Tech Prep Courses

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by

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and

Harriet S. Palmer

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Pendleton, SC

November 1. 1993

Dear Colleague:

You are probably wondering why a physics teacher is writing modules on business etiquette. After all, what does a physics teacher know about business etiquette? Well, I didn't know much at all about the corporate world before I became involved in the Tech Prep initiative at Pendleton High School. Being involved in the program, though, made me realize that there is another world outside my classroom walls that I needed to know about and get involved in. After all, each year some of my students graduate and enter the workplace (either immediately or eventually), and I had not been doing a good job of helping them to make the transition to work.

Before I could talk to students about workplace opportunities, I had to first learn about them myself. I talked to area business people about the skills needed for entry-level jobs and problems that personnel directors encountered when hiring workers. Three points kept coming up as problem areas:

1. Job applications were either not completed or were completed incorrectly;

2. Applicants did not know how to conduct themselves properly in a job interview;

   and

3. Applicants lacked social skills in general.

I thought, "Okay, my students can solve physics problems right and left; they know all about Newton and his laws, but are they prepared for the job-hunting process?" I realized that most of them are not prepared, not through any fault of their own, but because no one has bothered to cover those skills with them in class. Well, these skills are not included in our math and science curricula, so **we** don't have to worry about them, right? As my students would say, NOT! We are responsible for our students' learning these skills if we truly want to equip them to make the transition to the workplace successfully and not be stopped by a "glass ceiling" because of a lack of social skills.

Our students have not considered that in order to successfully compete in the job market, they need to know how to dress professionally, prepare an effective resume, display good phone etiquette, and show good manners at a business lunch or dinner. Often, students' social experiences are limited to casual ones like dinner in a fast food restaurant. When faced with a more formal setting, they are uncomfortable and awkward. As trusted teachers and counselors, we can help our students learn these skills in a non-threatening way.

This mini-course in business etiquette is one in which all students can participate, but we are adding the modules in our applied curriculum courses first. The students in applied

courses are the ones that we know are most likely to be in the workplace within a year or two after graduating from high school. They will need these skills soon. We have designed the modules so that you can drop them into your courses with a minimum of "fuss." I understand that you feel, like I do, that you already have so much to cover that you cannot possibly add anything more. But consider ways to be creative in your teaching of these skills. Here are some of the ways I have used this material:

- I incorporated information and activities in the modules throughout the school year.

- I invited guest speakers from local businesses and industries to talk about these topics. These speakers have ranged from image consultants to personnel directors. Some of these speakers have had students role play various social or business situations; others have helped students fill out sample job applications.

- On our field trips, I have students introduce themselves and their classmates to our hosts. When we visit area industries, they dress as though they plan to apply for a job.

- If possible, we visit a local restaurant where the owner sets up a table display and discusses restaurant etiquette with the students.

- We write thank you notes to people who conduct site visits or come to our classroom to speak.

- Our big activity of the year is a business luncheon with local industry and university representatives. The luncheon is held at the school in a room away from the cafeteria. Real plates, silverware and glasses are used. We have tablecloths and flowers on each table. Three students and one adult are seated at each table. No faculty (other than the teachers whose classes are involved), staff or administrators are present. We do this so that students will have the opportunity to talk to the business representatives without feeling intimidated. Students work to raise money for this luncheon throughout the year. We rent the plates, glasses and silverware. This is truly an integrated effort. Our business partner donates the tablecloths; our agriculture department provides the flowers; the Tech Prep English classes compose the invitations and the follow-up thank you notes; and a nearby school's food service program prepares our food. Local businesses and industry support us by allowing their employees to take time off to attend the luncheon. Our principal is very supportive of the project and does not object to the time spent out of class during the luncheon and the social time before. Students are required to dress appropriately and encouraged to use the time to practice conversational skills and table manners.

Involving students in developing their social skills is exciting, fun, and a much-needed addition to our curriculum! And the students really do respond. Here are some of the comments I received from students after our business luncheon this year:

> "The luncheon was an experience I will never forget. It gave me an idea of what to look for in the future with job interviews. I was very nervous, but I believe the conversation went well. This was beneficial to everyone."
>
> "During the luncheon, I got to use many of the tips given to me by Mrs. Palmer. I think that it was a good idea that we got a chance to learn the proper way to act in a business meeting. I will probably use these tips in the future."
>
> "This is something that everyone in the school needs. All of us will need these skills as we apply for jobs and try to improve ourselves."

These activities, as you can see, can be incorporated with subject area materials creatively to enhance student learning. You will enjoy seeing students grow in social areas, and your students will benefit tremendously. I hope you will use and benefit from these materials as much as I have. Good luck!

Harriet Palmer
November 1, 1993

Module I

Social Etiquette

Making Introductions

When you are introduced to someone, you are making a first impression that cannot be repeated or changed, so it is very important that you show confidence. A limp handshake, a mumbled response, or averted eyes will not give the good impression that you want. Although rules for introduction are more flexible today than in the past, there is still a correct way to handle introductions. The most important thing to remember is to do it! Do not forget to introduce yourself to others or to introduce friends or coworkers to each other. You may feel awkward or uncomfortable making introductions at first, but taking the time to practice this important and courteous gesture will make you more comfortable in time. What you do need to know is that there are conventional "rules" for making introductions that you should follow. They are listed below:

Order of Introductions

Remember, one person is always introduced to another. This can be accomplished in one of two ways: *(1) "Mr. Gordon, I'd like to introduce you to Mrs. Kelly." or (2) "Mrs. Kelly, may I introduce Mr. Gordon."*

In the first instance, use the name of the person you are introducing first. In the second, the name of the person being introduced is used last. Who should be introduced to whom? Here are some basic rules that are easy to remember:

Introduce
- men to women (socially)
- younger to older
- junior to senior
- peer in your company to peer in another company
- non-official to official
- colleague to client
- stranger to group

Examples:

_____, I would like to introduce to you _____ (person's name). _____, this is _____ (person's name).

Use the names of both people when introducing one person to another. Use the higher ranking person's name first.

When being introduced:
- Rise
- Step forward
- Smile
- Shake hands
- Repeat the name of the person to whom you are being introduced. It not only shows respect, but it will also help you remember the name of the newly introduced person.

Examples:
"It is very nice to meet you, Mary."
"It's a pleasure to meet you, Mr. Bryant."

When introducing people, always use the name that the newly introduced people will use when talking to each other. For example, you would introduce your mother to your friends by her last name rather than her first name since your friends would not address her by her first name.

If you are in a situation where no one is available to handle introductions, then introduce yourself.

Your handshake is very important when you are being introduced. The host extends his/her hand first. The handshake should be firm, lasting three to four seconds. **No pumping** of the arm should occur.

The ability to make proper introductions is a sign of self-confidence and maturity. If you are with a colleague who forgets to introduce you, do so yourself. Always speak up, and use a clear, distinct voice.

Example introductions:

1. Say the name of the older or more important person first. If you are introducing a woman to a man, say her name first.
"Susan, I would like you to meet John Howard. John, this is Susan Thomas."
"Mr. Jones," (senior partner in a company), "this is Mary Smith."

2. Give the people you have just introduced a small bit of information about one another so they can have something to talk about or perhaps discover something they have in common.
"Bob, I would like you to meet Joe. He plays golf at Birdie Country Club."

If you are introducing someone and you suddenly have a name "blackout," don't try to avoid introductions or cover up. Just admit that you have forgotten the name and ask for it.

"I'm sorry. I don't remember your name." or "I'm embarrassed to say that I seem to have momentarily had a lapse of memory and have forgotten your name."

If you are meeting someone who has obviously forgotten your name, offer it at once. Don't walk up to someone and say "You don't remember me, do you?" Rather, say "Hello, I'm Sandra Jones. We met last month at the ABC breakfast."

Use of First Names

Use first names only when specifically asked to do so by the following people:

- a business client or customer
- professional people such as your doctor or dentist unless they are close personal friends

- your superior at work
- a person of higher rank such as a governor, professor, teacher, etc.
- an older person

Practice

Write an introduction that you would use in introducing the school principal and your mother.

_____

_____

Introduce your employer and your friend Sally.

_____

_____

Introduce your friend Joe to your cousin.

_____

_____

Introduce your dentist to your neighbor.

_____

_____

The Art of Conversation

Nothing reveals our background and education more clearly than our manner of speaking. Proper usage of the English language is not difficult if a little effort is made. The dictionary gives pronunciations, definitions, and rules of grammar as to the word's usage. All you have to do is take the time to look them up. Different regions of the country have different ways of saying things, and this is perfectly alright. If you are talking with someone from a different part of the country or you are visiting a different part of the country, don't hesitate to ask the meaning of a word or phrase that you don't understand. Some other suggestions for improving your vocabulary include reading good books, reading the newspaper, and associating with people who use proper English. These are all good ways to improve and expand your vocabulary. However, remember to use words that are natural to you and that you are sure you understand.

Voice

How does your voice actually sound when you are speaking? Remember that a pleasing voice is a mark of a good conversationalist. A low-pitched voice is more pleasing than a high, squeaky one. A voice that is smooth and mellow is easier on the ear than a harsh, nasal one. Tape record yourself talking or reading aloud. Listen to the recording and ask yourself how your voice sounds. Do you need to relax so that your voice will sound fuller and more mellow? Do you need to breathe more from your diaphragm so that your voice will not sound nasal? Practice changing the tone of your voice so that it sounds pleasant and natural. Also, listen to yourself to be sure that you are speaking clearly. Do people accuse you of mumbling? Make sure that you can be heard and understood when you speak.

Listening

Anyone can be a good conversationalist. You don't have to have been born with a special talent or gift for talking. Good conversation is a matter of talking **and** listening. So even if you are a bit shy or uncomfortable, you will be on your way to being a good conversationalist if you will focus on the person with whom you are speaking and really listen intently. Everyone feels flattered by someone who is truly paying attention to what they are saying, and if you are listening closely to what someone is saying, you will be able to ask good questions and make good comments to keep the conversation moving.

If you feel uncomfortable in social situations because you are afraid you won't know what or how to say something, remember this -- most conversational errors are made by those who talk too much, not by those who talk too little! Take a hint from the sign at a railway crossing- STOP, LOOK, and LISTEN. Don't panic and rush ahead ,saying just anything that pops into your head. The saying, "Put the brain into gear before putting the mouth into motion" is an excellent one to remember. Another good piece of advice to remember is that the word "I" is the smallest letter in the alphabet. Don't make it the biggest word in your conversation!

Ideas and Tips for Conversation

If you have just met someone, and you don't know anything about him or her, don't panic. Ask a few questions such as "Where do you live?" "Where do you (or did you) go to school?" "I understand you work for ___. What do you do there?" You might want to use current events (although politics and religion should probably be avoided until you know each other better), or sports happenings, or travel as topics of conversation. There might be something about the person that you have observed that can lead to easy conversation, such as "I see that you have on those new high-tech tennis shoes. Are they really comfortable?" Look for something you might have in common. If conversation lags a bit, don't worry. Small talk is not a breakneck race to keep words flowing all the time. If the silence gets long and uncomfortable, remember-- there is always the weather to talk about!

Some other tips to remember:

1. Be careful when expressing your opinion, especially on a controversial subject. When asked, qualify your opinions with a phrase like "It seems to me..." You can disagree without being disagreeable.

2. Be careful not to make personal comments that could be tactless and could hurt someone's feelings. For example, statements such as "I saw your picture in an old annual. You sure were pretty then." or "I saw a tie like that at a yard sale." are tactless.

3. Try to watch your conversational partner to be aware of his or her reaction to what you are saying. If he or she seems to be bored, you should change the subject.

4. Remember to keep the tone of your conversation positive. Most people will not want to talk about misfortunes, sickness, death, etc.

5. Look at the person you are talking to or who is talking to you. Think about how uncomfortable you feel when someone who is talking with you does not make eye contact with you. Be sure you do make eye contact when in conversation.

6. Be sure that your conversational partner is finished talking before you begin; you don't want to interrupt, which would be rude.

Just remember, a good conversation is not a comedy routine or a monologue. It is listening to what you and others have to say. Be courteous and polite. Use *please* and *thank you* and other such terms when necessary. Don't be afraid to give a compliment if it is a sincere one.

Avoid these faux pas when talking with others:

1. Grammatical mistakes such as accept/except, among/between, sit/set, lie/lay, who/whom.

2. Giggling or throat clearing to fill the silence in a conversation. These gestures are distracting and unprofessional.

3. Excessive hand gestures or hands in your pockets. Hand movements are used to enhance what you say, not distract from it. Avoid arm slapping, nudging, etc. when meeting someone. On the other hand, don't keep your hands in your pockets. This projects a negative image.

Restaurant Etiquette

An important function of a business professional's job is dining in restaurants, attending receptions, and dining in co-workers' homes. Having good manners is crucial to business and social success. Knowing what to say and how to act gracious prevents insecurities and presents an image of self-confidence and poise.

Rules for Dining

1. Always place your napkin in your lap immediately after being seated. Never tuck your napkin in your belt or under your chin. You should never leave your napkin on the table during the meal. If you must leave the table before the meal is completed, place it in your chair. When your meal is completed, lay your **unfolded** napkin to the left of your plate.

2. Wait until you are finished swallowing food or drink before you begin talking.

3. Use silverware in the order in which it is placed on the table. Begin with the outside pieces and work inward (see transparency master #1).

4. Push food onto your fork with another utensil, not your fingers.

5. Your elbows should never be on the table when eating. Keep your left hand (or right hand if you are left-handed) in your lap. After the meal is finished, your elbows can rest on the table.

6. When eating soup or chili, always dip your spoon away from you, and do not over-fill it.

7. When you have finished eating, place your knife and fork horizontally across your plate in the "4:20" position. The fork should be to the left of your knife, and the cutting edge of the knife should face the fork (see transparency master #2).

8. Begin eating only after your hostess begins eating. If you are in a restaurant, wait until everyone has been served.

9. If a finger bowl is placed on the table, simply dip the tips of your fingers into it, and dry them on the napkin in your lap.

10. Break rolls or bread into small pieces and individually butter and eat them. If a small plate is placed to the **left** of your fork, use it for your bread and butter.

11. Pass food to the right around the table when you are not served by a waiter.

Pages 1-9 and 1-10 show formal place settings.

Reading the Menu

When you are in a restaurant and you don't understand foreign phrases used to describe a dish, or you don't know what a dish is, ask the waiter for an explanation. Don't let foreign phrases intimidate you. You will often encounter them in restaurants that specialize in foreign cuisine. Some of the most common terms are the following:

A la carte (pronounced a-la-kart') means that each dish is priced separately.

Entree (pronounced ahn'-tray) is the main course.

Hors d'oeuvres (pronounced or-durv') are appetizers.

Legumes (pronounced lay-gumes') are vegetables.

Table d'hote (pronounced tah-blu-dote') is a complete meal consisting of several courses offered at a set price.

Prix fixe (pronounced pree-feeks') is the price of a *table d'hote* meal.

Tipping

One always wonders who to tip and how much. With inflation, everything is rising. Can tips be far behind?

Restaurant

Elegant restaurants sometimes have a valet for parking, a hatcheck girl, a head waiter, a wine steward, your own waiter, and busboys. Who pays for the elaborate atmosphere? You do, in tips alone. Remember, many restaurant employees work for minimum wage or below, and they rely on their tips. The percentage you leave should certainly be determined by satisfaction. But here are a few standards:

Valet - $1.00 for parking your car

Hatcheck - $.50 to $1.00

Head Waiter - It is not necessary to tip him unless you feel he has procured an especially good table for you, or you wish him to do so, or you would like to build a good relationship for future service. The tip should be given very discreetly on the way out and should never be change. Usually $2.00 to $10.00 is standard depending on the restaurant or the service.

Wine Steward - If you have a wine steward, he should be tipped 15% to 20% of the wine bill for his assistance in selecting the wine.

Waiter - The tip is usually 15% to 20% of the bill.

Busboy - The busboy's tip usually comes from the waiter's tip, which they take care of afterwards.

Ladies Lounge Attendant - $.25 to $.50

Doorman - No tip is required unless he hails a taxi for you or helps you with your luggage.

Hotels

Bellhops - The tip should be $.35 to $.50 per bag carried. If he makes a delivery or runs an errand, the tip should be $.50 to $1.00.

Room Service - Tips should be 15% of the bill.

Practice Exercises

1. In groups of three, go around your group and describe something that happened in a social setting when someone else violated the rules of etiquette you have just discussed. Brainstorm how the situation **should** have been handled.

2. Also in groups of three, two students pair off and practice conducting a conversation while the third student observes and takes notes on their use of social etiquette. Take some time afterward to evaluate the conversation and how well etiquette rules were followed. Then change places and begin again so that each of you has the opportunity to observe and evaluate the other two. Some topics to use:

future goals
favorite sport
hobbies
favorite relative
pets
part-time jobs
favorite class in school

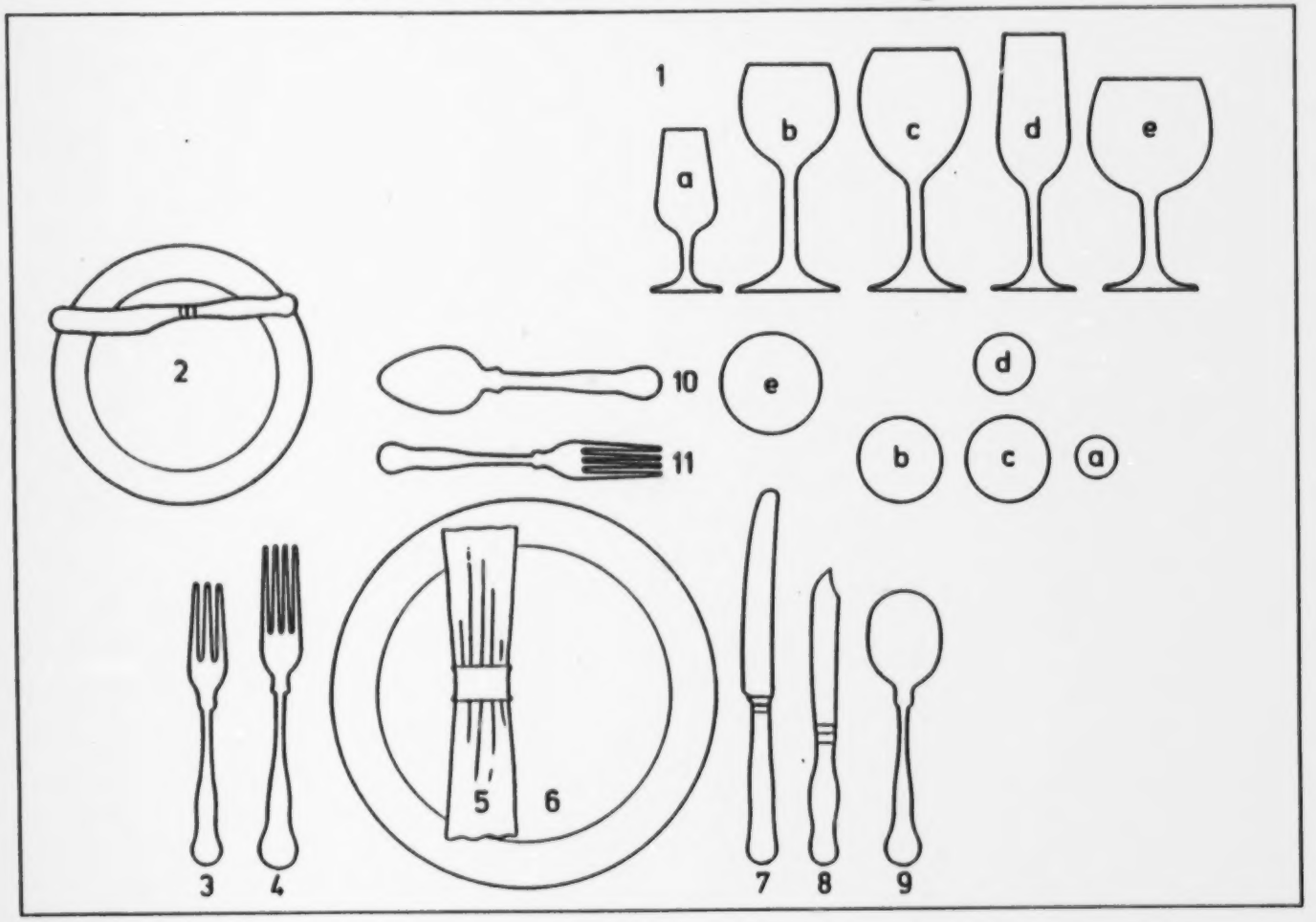
3. Assume that you are in a social setting where you don't know anyone. How can you begin a conversation? For example,

a. You are at the wedding of a distant cousin and don't know anyone there except your mother. Role play with a partner at least one way you could start a conversation with someone in the refreshment line or at a table.

b. You are in another city visiting a friend. While you are visiting, she has a party. You attend, but you don't know anyone else at the party besides your friend. Practice introducing yourself and starting a conversation.

4. Invite representatives from your school's business partner (or parents) to visit your class. Serve refreshments. As you mingle, practice the rules of social etiquette and your conversational skills. A more elaborate way of organizing this activity is described in the introduction.

Formal Dinner Setting

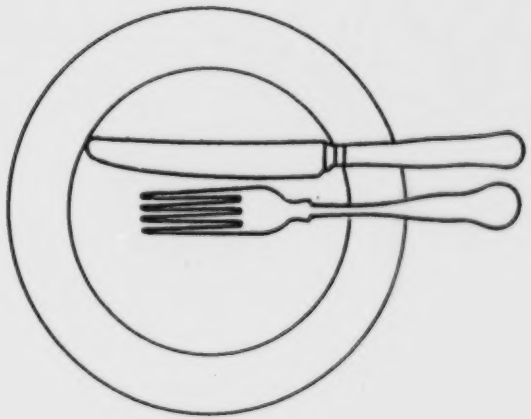


1 Glasses
- a Sherry
- b White wine
- c Red wine
- d Champagne
- e Water

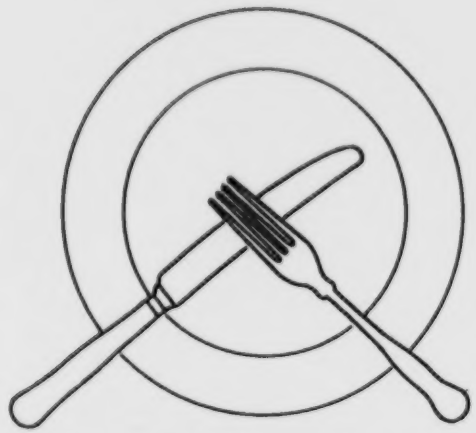
2 Butter plate and knife
3 Fish fork
4 Main course fork
5 Napkin
6 Dinner plate

7 Main course knife
8 Fish knife
9 Soup spoon
10 Dessert spoon
11 Dessert fork

They can be placed either horizontally across the middle of the plate or toward the right side. (See the illustration. Note that the tines of the fork are up for the American style, and down for the European style.)



Right



Wrong

Module 2
Business Etiquette

The Job Search

Preparing Your Resume

The word "resume" is defined as "a summary." Your resume will be just that—a summary of your educational experiences and credentials and a description of your job history. You will need a resume any time you apply for a job. The most important point for you to remember about your resume is that it will represent you to a potential employer. How professional your resume looks and how well the information on it is presented will often determine whether or not you get an interview for the job. Here are some tips for designing an effective resume:

1. A resume should look professional. Don't hesitate to have your resume produced by a professional on a desktop publishing system. You want your resume to be perfect; a typo or misspelled word could quickly put you out of the running for a job!

2. If you send a resume along with a letter of application, it will help you to get ahead more quickly. Always present a resume at your interview if you have not sent it prior to the interview. This will give the employer facts about your background that can be discussed with you.

3. Concentrate on the job you are trying to get. Make certain that you list the skills, tasks, and abilities you have that will particularly qualify you. Emphasize in your letter of application any skills or experiences that you think will make you especially qualified or will make you "stand out from the crowd."

4. The information on your resume should include the following:

- your name—first name, middle initial, and last name. Don't use Mr. or Mrs.
- your address
- your telephone number and area code
- a brief description of your job or career objective and the type of work you want to do. This information will make the resume look as though it is tailored to the job for which you are applying, so be prepared to do more than one version of the resume if you will be applying for slightly different jobs.
- your employment history, with dates of employment, and any record of military service
- special interests or abilities that you think will contribute to your qualifications for this job.
- awards you've received and organizations to which you belong.

Types of Resumes

There are two types of resumes—the chronological order resume and the functional-order resume. The most frequently used is the chronological resume. It lists your experiences in reverse chronological order with your current job first and your earliest job last.

Pages 2-3 and 2-4 contain examples of each type of resume.

Letters of Application

Any time you send a resume to apply for a job, you will send with it a cover letter that is called a letter of application. The letter has three purposes:

- to state how you found out about the job and to formally state in the beginning that you are applying,
- to highlight your best qualifications briefly and refer your reader to the enclosed resume, and
- to request an interview and state how and when you can be reached.

Page 2-5 shows an example of a letter of application.

Applications

Businesses receive hundreds of job applications each month, so the one you send in is just one of many. Give yourself an advantage by making sure that you fill out the application completely, and use black ink when completing the application. Applications that have blanks left on them, or are filled out incorrectly, usually end up in the trash. Personnel directors have too many other applications that are correctly completed to consider one that is incomplete.

Page 2-12 shows a sample application. Make your application a tool that sells your skills and abilities.

The Job Interview

The purpose of the job interview is to convince the interviewer that his/her company needs you and your skills. The company will be much better off if you, rather than someone else, is hired.

Businesses today hire only one person out of every 100 applications that they review. The competition is fierce, but you can rise above it with your impeccable business and social skills. Here's what to do to prepare for the interview that will make a positive impression on the interviewer.

The Chronological Resume

Elizabeth N. Maycourt
1829 Loris Avenue
Anchor, SC 29678
803-345-8960

Career Objective

To obtain a position as a clothing buyer for a department store.

Career Experience

May 1991 - present
Assistant Buyer
Dade's Department Store
Anchor, SC 29678

Jan. - May 1991
Dresser
Johnson's Woman's Apparel
Anchor, SC 29678
Responsible for designing all clothing displays for store and supervising staff of three.

June 1990 - Jan. 1991
Sales Clerk
Johnson's Woman's Apparel
Anchor, SC 29678
Responsible for handling sales in ladies' clothing.

Education

May 1991
Associate's Degree
Fashion Design and Marketing
Anchor Technical College
Anchor, SC 29678
Courses included fashion design and history, marketing, retailing, advertising, public speaking and accounting.

References available upon request.

The Functional Order Resume

Robert Lee Hathaway
1275 Corbine Road
Midway, SC 29608
803-341-5082

Career Experience

Engineering Technician, Koley Nuclear Power Station, Koley, TN.
Responsible for proper function of cooling systems in reactor and for system design analysis.
1992 - present

Other Experience

Public Relations Associate, Koley Nuclear Power Station, Koley, TN.
Responsible for proofreading and releasing press releases, newsletters and broadcast media communications. 1991 - 92.

Education

Associate's Degree, Engineering Technology with major in Nuclear Engineering Technology.
Capstone Community College, Barton, TN, 1992.
Courses included heat transfer and fluid flow, chemistry, computer programming, radiological safety, nuclear instrumentation, nuclear physics, nuclear reactor operation and safety, public speaking.

References available upon request.

Letter of Application

103 Sycamore Road
Palmetto City, SC 29610
May 12, 1994

Ms. Barbara L. Thompson
Director of Personnel
Rayco Corporation
Palmetto City, SC 29610

Dear Ms. Thompson:

Through a job posting at Tri-County Technical College, I learned that you have a position open for an electronics technician. Please consider this letter my application for that position.

I am currently working part-time as a maintenance technician at Apex Textiles in Anderson, SC. My position is part of a co-op program through Tri-County, and my job duties are directly related to my electronics engineering technology curriculum at the College. I will complete the program and my associate degree in June.

I have had one other job related to my interest in electronics. In high school, I worked part-time during the week and on weekends repairing electronic components of stereos and televisions. I was able to use the money I earned, along with an academic scholarship that I was awarded this year, to fund my studies at Tri-County. Please see my enclosed resume for more details about my experience and qualifications.

I would like to meet with you to discuss the contributions I believe I could make at Rayco Corporation. You can reach me during the day at 803-643-9864 and in the evening at 803-643-0095. I look forward to hearing from you. Thank you.

Sincerely,

William J. McRae

Several Days Before the Interview

1. Research the company. Find out all you can about the company's product or service, its prospects for the future, and so forth. The local public library is a good place to start this research.

2. Find out who the interviewer will be. Make sure you can pronounce his or her name correctly. You might also want to find out about the interviewer's background such as alma mater or area of expertise.

3. Prepare a list of questions that you want to ask about the company. These may include such areas as who you will be working for, where you will be working, job specifics, locations of other company sites, overtime opportunities, advancement opportunities, and so forth. Do not, however, plan to ask about salary. Either the interviewer will mention a salary range, or he/she will bring up the subject in another way. It may not be discussed at all until a second interview.

4. Make sure that you know the correct time and place for the interview. This may sound silly, but many a person has gotten off to a poor start by going to the wrong place or being there on the wrong day or at the wrong time. Businesses are looking for people who are organized and efficient.

On the Day of the Interview

1. Dress conservatively. Fashion fads are often risky in business situations. Wear a suit (male and female) in a conservative style and color.

2. Be neat. Wear clothes that are freshly cleaned or laundered and not wrinkled. Your shoes should be freshly polished. Keep jewelry simple. An arm full of bangles and rings on every finger often leave a negative impression.

3. Don't overdo the cologne, aftershave, perfume, or makeup. Keep everything natural, not overpowering.

4. Make sure that you are clean. Bathe before the interview; clean your hands and nails. Use antiperspirant, mouthwash and breath mints.

5. Arrive early to give yourself time to calm down and mentally prepare yourself. Rushing in at the last minute, breathless and disheveled, will impress no one.

6. Bring your own pen and a small pocket notebook. It is also good to have extra copies of your resume available.

During the Interview

1. Wait for the interviewer to offer a handshake.

2. Remain standing when you enter the room until the interviewer sits or asks you to be seated.

3. Don't smoke even if you are told that you may smoke. You will just increase your chances of losing concentration or making a mess.

4. Don't chew gum.

5. Try to relax, both mentally and physically. Sit back comfortably in your chair and either put your feet flat on the floor or cross your ankles. Hold your notepad loosely in your lap or simply place your hands in your lap. Work on conveying a calm, relaxed expression.

6. If asked, tell how you can benefit the company. This is your opportunity to sell yourself, so don't be shy.

7. Tell the truth. Don't exaggerate. Employers are looking for people they can trust.

8. Take time to think a few seconds before answering a question if you need it.

9. Don't speak against a former employer.

10. Show enthusiasm, but be sincere. Let the interviewer know that you are enthusiastic by having a positive attitude. Don't appear defeated before you start. A salesman wouldn't make very many sales if he approached the customer like this: "You don't want to buy this, do you?" So, you won't be giving yourself a fair chance if you go in with the attitude, "You don't want to hire me, do you?"

11. Display tact and courtesy. Many times the interviewer will bring up a controversial topic just to see how you react. You can be both courteous and tactful if you disagree by using the "fogging" technique. "Oh yes, I understand your position, but ..." or "That's an excellent point, but have you considered ..."

12. Answer questions directly. If you need to elaborate or explain, try to keep your explanation or description brief and to the point. Listen closely when the interviewer talks.

After the Interview

Write a thank-you note to the interviewer and anyone else who talked to you about the company or helped with your interview. It will leave a very positive impression.

Questions Often Asked by Interviewees

1. What will be my duties and responsibilities on this job?

2. Is this a new position?

3. Do you have an orientation program (or training program) for new employees?

4. Does your company have a mentor system for new employees?

5. What are the company's sick leave and vacation policies?

6. Does this company offer educational opportunities if I wish to further my education?

Questions Often Asked by Interviewers

1. What are your goals?

2. Why did you choose to apply for a job with this company?

3. How do you handle conflicts?

4. Are you a leader?

5. How do you motivate people?

6. Why should we hire you over the other people who have applied for this job?

7. Are you a team player or do you work better alone?

8. What was your favorite subject in school?

9. In what extracurricular activities did you participate in school?

10. What was the last good book that you read?

11. What do you think is an acceptable attendance record?

12. Is promptness important?

Handling Meetings and Appointments

Being a professional includes both looking and acting the part. It is a combination of skills, grooming, dress, and presence. First impressions, which are primarily visual, are formed within the first thirty seconds. Verbal, vocal, and non-verbal impressions are formed after five minutes. Keep these tips in mind as you strive to present yourself as a competent professional. One situation where these first and second impressions will be especially important is in business meetings.

Meetings are a vital part of the corporate world. Meetings that are long, boring, and repetitive take employees away from valuable, productive time at their jobs. Successful meetings are focused, brief, and to the point. True presence transforms meetings from unproductive events into creative accomplishments. Follow these tips to conduct a successful meeting:

1. Have a written plan of topics to be discussed.

2. Stick to your detailed agenda.

3. Use the KISS technique (keep it short and simple).

Be sure you leave enough time so that you arrive a few minutes early for meetings and appointments. Nothing is more unprofessional than being late, or worse, forgetting the meeting or appointment.

Before your meeting begins, make certain you have necessary information with you and copies for everyone in attendance if necessary. Do your homework, and be prepared to answer questions regarding the agenda set forth for the meeting.

Other Business Correspondence

Thank you notes, letters of appreciation, letters of congratulations and birthday greetings are among the messages that a professional person must send. Here are some examples of these types of notes:

> Dear Ms. Jordan:
>
> Congratulations on your promotion to regional sales manager. You certainly deserve the recognition, and I know you will do an excellent job with the added responsibilities you are accepting. If I can be of any help to you as you assume your new duties, please give me a call.
>
> Sincerely,

Dear Mr. Franklin:

Thank you for speaking to our student government association last Tuesday, January 8. I have heard enthusiastic comments about your remarks from many participants. You certainly gave us a great deal of information to think about, and we appreciate your taking the time to share your thoughts with us. Thanks again.

Sincerely,

Some tips for informal business correspondence:

1. Keep it short! Most people do not have a great deal of time to devote to reading this type of correspondence, so get directly to the point.

2. Keep the language polite and professional. Don't use personal language unless you know the person well; avoid using slang.

3. Focus on the reader instead of yourself. For example, instead of writing "We learned a great deal from your presentation," write "You taught us a great deal that we needed to think about" or some similar phrasing. The difference may seem minor to you, but you need to show the reader that you are focussing on him/her and not on your own feelings.

4. Be as specific as you can, and make sure the details are correct. If you are thanking someone for making a presentation, be sure you identify the date of the presentation and your group to help them remember exactly who you are. If you are writing a note of congratulations, do your homework to be sure you have the details right about what you are congratulating the individual on achieving.

Practice Exercises

1. John Edwards is a recent graduate from Palmetto Technical College in Due East, South Carolina. He graduated in May of 1992 with an Associate's Degree in Veterinary Technology. He graduated with a g.p.r. of 3.5 and was awarded an Outstanding Student scholarship his second year based on his academic accomplishments. While he was in school, John worked for Due East Animal Clinic as an assistant to Dr. Welsh, the veterinarian. He gave medication to animals under the supervision of Dr. Welsh and cared for animals by feeding them and keeping them clean. He also did some seminars on good pet care for local elementary schools. He began working at the clinic in 1989 and is still there. Before that, while he was in high school (1984- 88), John and a friend created their own business called Pet Pals. They walked dogs for elderly people who had difficulty getting out themselves and also took care of pets for neighbors who were out of town. John's current career goal is to obtain a position as a veterinary technician in a local zoo--Palmetto State Zoo. Using this information, design a chronological resume for John.

2. In pairs, using the sample interview questions and other details that you create, role play interviewing each other for a job. Do this twice to make sure that each of you has the opportunity to play both interviewer and interviewee.

3. Prepare an agenda for a club meeting or a church group meeting.

4. Using the tips provided, write a thank you letter to the next outside speaker you have in class, or write a note of congratulations to one of your classmates who has won an award, a scholarship, etc.

COMPLETE AN APPLICATION

Here is a sample application. Fill it out in a way that will present you and your abilities in the most positive way.

Personal Data **Date**

Applying For Position As _____ Salary Desired _____ Date Available _____

Name: _____
(Last) (First) (Middle)

Address: _____
(Street) (City) (State) (Zip Code)

Telephone No. _____ U.S. Citizen? _____

Age: ❑ Under 16 ❑ 16-17 ❑ 18 or older

Educational Data

SCHOOLS	NAME OF INSTITUTION	MAJOR	Years Attended	Degree
PREPARATORY OR HIGH				
COLLEGE				
OTHERS				

Employment Data **Begin with most recent employer.**

EMPLOYERS	YOUR POSITION	DATES	SALARY RECEIVED
		From	Start $
		To	Finish $
SUPERVISOR'S NAME			
		From	Start $
		To	Finish $
SUPERVISOR'S NAME			
		From	Start $
		To	Finish $
SUPERVISOR'S NAME			

Skills

Typing Speed_____words per minute Steno Speed_____words per minute

Business Machines _____

Module 3
Professional Wardrobe

Basic Business Attire

When you initially meet someone, it is not credentials, voice or your handshake that people immediately notice. It is your appearance. First impressions are lasting, so you want to look successful and well-groomed. You should take care to develop an impeccably groomed look from your head down. Your hair, collar, tie/scarf, and other accessories should be clean, neat, and they should indicate the quality person that you are. Your shoes should be polished and look like they are new, even if they are not. Your socks/stockings should blend with your outfit rather than stand out or detract from it. Anybody can look passable. It is the impeccably groomed person who makes positive lasting impressions. Dress for success by choosing clothing and accessories effectively.

The Plan

1. Start with a basic wardrobe of simple, multi-purpose clothing that complements your lifestyle. To be "dressed" means wearing the most appropriate outfit for the type of activity in which you are engaged.

2. A wardrobe of versatile separates will go anywhere, anytime. Mix and match to get the most mileage from clothes that will suit more than one or two occasions.

3. Buy classic designs first. Most trendy designs presented each season will be dated by the next. Classic designs are ageless and can easily be updated with fashionable accessories and jewelry. They can often be modified for day or evening with appropriate accessories.

4. Neutral colors are the framework for wardrobe planning. Black, white, navy, grey, tan, beige, and taupe are all seasonless.

5. Choose one or two neutral colors around which to plan the core of your wardrobe. (Note: Monochromatic outfits with a slight variation in tone look sophisticated in neutrals.)

6. Don't save pennies on cheap shoes. There is no substitute for leather, and a pair of plastic discount-store shoes will spoil the look. Besides, quality shoes last longer and are more comfortable, too.

7. You can create the aura of a more expensive ensemble by incorporating at least one item of top quality into every look (fine fabrics, jewelry, leather handbags, and, always, good shoes).

8. Buy shoes, handbags, and coats in neutral colors for more versatility.

9. Comfortable clothes you wear often get more mileage per dollar. If you buy an item for $100 and wear it once, your cost per wear is $100. If you wear it ten times, your cost per wear is $10.

10. Take your time while putting your look together, and work with it until you get it right.

Dressing Well on a Budget

1. Plan carefully. Take an inventory of your closet and look at the clothing that you have. Discard pieces that you no longer wear. Look at the basic colors and types of clothing that you own. Can they be mixed and matched for new looks? Can you combine pieces to update your look? With a few basic garments and a creative eye, you can expand your wardrobe with minimum expenditures.

2. Shop smart. Find a line of clothing that fits you and stick with it.

- **a.** Buy quality. Natural fibers such as cotton, wool, silk, and linen are usually better quality and last longer.
- **b.** Shop off-price stores.

3. Take care of your clothes.

- **a.** Check your garment care labels to determine the best cleaning method. If the label says dry clean only, then don't try to wash it.
- **b.** Air out your clothes before hanging them back in the closet.
- **c.** Always take clothes out of the plastic bags from the cleaners.
- **d.** Never put clothes that need cleaning or mending back in your closet.

4. Dress according to your figure type. Your clothes should fit. They shouldn't be so tight as to pucker or wrinkle, nor should they be so loose as to hang untidily and look baggy. Use the optical illusions that can be created by fabric patterns and style to complement your figure. Remember that the eye follows the direction of a line. Make sure that the color compliments you.

Pages 3-4 through 3-6 provide you with some helpful illustrations.

Basic Rules for Business Dressing

Be Neat. A sloppy-looking you in wrinkled clothing that you wore yesterday will not impress anyone favorably. Your clothes should be pressed at all times, in all seasons, and for all occasions. Take care of your clothes. They will last longer and look better if they are cleaned and laundered properly. Take a few minutes during the day to check your appearance. Straighten your tie or scarf, comb your hair, check your nails, freshen your makeup or wash your face so that you end the day looking as fresh as you did when you started the

day. Dress as though every day is the day you plan to ask for a raise.
Buy Quality. Buy the best quality you can afford. Your clothing purchases should be thought of as investments. Good quality clothes will last a long time. Styles in business clothing change slowly, so look for good basic lines that can give you years of service. The extra money that you spend for quality clothing initially will actually save you money in the long run. Remember, you don't need a large wardrobe to dress successfully. You are judged by what you wear on a day-to-day basis, not how many outfits you have in the closet. So buy less, but buy better quality.

Follow Company Policy. Dress according to company policy or custom. Some companies have a written dress policy while others do not. In this case, you must observe the clothing habits of the managers and supervisors to determine what is considered proper dress in your company. If you find it difficult to tell, always err on the side of conservatism. Wear a conservative suit and a white shirt or blouse. Women should wear skirted suits rather than pantsuits. The most appropriate colors for both men and women are navy blue and grey.

Be Conservative. With very few exceptions, such as in the fashion and glamour industries, most American businesses still prefer the conservative look. In the business world, you are not after a high fashion look. As stated earlier, business styles change very slowly, so don't waste your money or damage your image by buying trendy, faddish clothes for work.

Practice Exercises

1. Design a bulletin board on Dressing for Success by collecting pictures of clothes from catalogs and magazines that fit the professional image you want to achieve. Also choose pictures of clothes that are not appropriate to show contrast. Be sure to label which is which and why the outfit is professional or not.

2. Again using pictures from magazines, assemble your class' own "best-dressed" and "worst-dressed" lists using pictures of public figures and celebrities. Be ready to defend your choices! (You might even have more fun with this activity by having students volunteer to role play certain celebrities on the list and come dressed as those people on the day your class will vote on the list.)

Basic Working Wardrobe*

JACKETS (3) (ONE TO MATCH SKIRT FOR MATCHING SUIT)

SKIRTS (4)

BLOUSES (4)

SWEATERS (2)

DRESS (1)

ALL WEATHER COAT

OPTION:

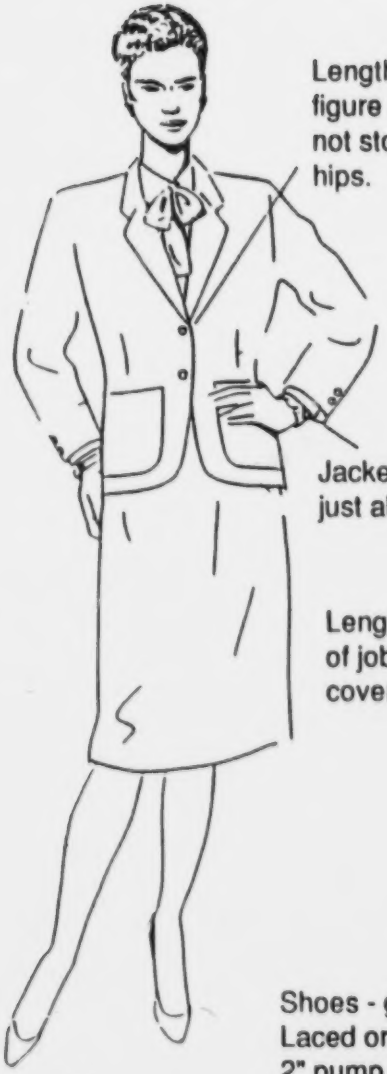
SLACKS

SWEATER VEST

ACCENT PIECES: Handbag, Jewelry, Scarves, Shoes
SUGGESTED FABRICS: Lightweight Wool, Cotton, Silk, Linen

All Weather Coat

*14 pieces of clothing = 40 different looks
2 principal colors
2 accent colors

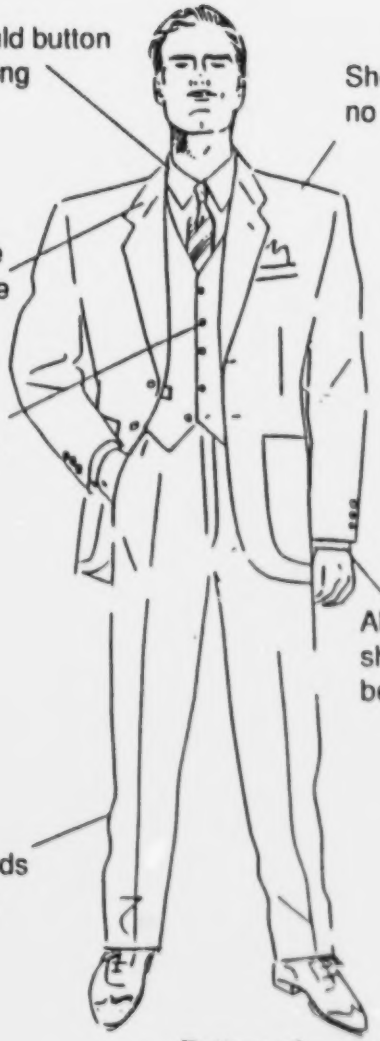


Length of jacket depends on figure type. Jacket should not stop at widest part of hips.

Jacket sleeve should be just above or touching wristbone

Length of skirt depends on type of job - preferably skirt should cover the knee

Shoes - good quality (all leather)
Laced or slip ons for men
2" pump for women
clean and in good condition



Jacket should button with no pulling

Shoulder should fit no pulling

Jacket collar should lie flat collar should not be frayed or curl at ends

Vest - optional. Should button easily

About 1/4 inch of shirt sleeve beyond coat

Pants width depends on individual taste

Bottom of pants should rest on top of shoe with a slight break

European Sizes

Conversion Chart For International Sizes

American	4	6	8	10	12	14
Italian	38	40	42	44	46	48
French	36	38	40	42	44	46
German	34	36	38	40	42	44

Shoe Sizes

American	5	6	7	8	9	10
European	35	36	37	38	39	40

Module 4
Self-Esteem

Self-Esteem

One attribute that is guaranteed to help you achieve success is self-confidence. Believing in yourself will help you meet challenges that might intimidate someone else. However, most of us wish that we had a little more self-confidence, and we envy those people who seem to have a surplus. Remember, you can build your own self-confidence by using these strategies:

1. Give yourself a little boost every day by looking in the mirror and telling yourself at least one of these positive messages:

"I believe in me!"
"I have the energy to achieve my goals."
"I take personal responsibility for the things that happen to me."
"I am doing things I never thought I could do!"
"My future looks very bright because I am doing _____."

You might feel a little self-conscious at first saying these things to yourself, but be sincere, and remember that your thoughts have a powerful effect on you, so make them positive!

2. Remember that your appearance can affect how high your confidence will be, so look your best at all times.

3. Your posture will say a great deal about how you feel about yourself. Look at yourself in the mirror. Do you need to stand up a little straighter? Walk with your shoulders comfortably back, with your chin up, making direct eye contact with others.

4. An important point to remember about boosting your self-confidence is that people will respond positively to the **appearance** of self-confidence. So if you can appear confident even when you might not feel that way inside, people will respond to you in a very positive way, and that, in turn, will actually make you **feel** more confident.

Finally, one of the keys to feeling more confident and on-track is to have a plan. To become successful, you must know what you want to achieve, so an important strategy to use is goal-setting. You set goals all the time, but you probably don't think of them as goals. Do you ever make lists of things you need to get done on a certain day, or in a week's time? If so, then you are setting short-term goals. But what about goals that you would like to achieve this year? In the next five years? Ten years? Those are long-term goals, and they will probably change as you grow older, but you should start thinking now about setting both short-term and long-term goals as targets to aim for. Use the next page to think through some of your goals:

GOALS

A. Health

B. Family and Friends

C. Career

D. Interests and Hobbies

Now that you have taken the time to set some goals, consider what you have written down. What is most important to you now? Do you think that will change in the future? It could be that what is most important to you now is material things, sports, a girlfriend or boyfriend, friends, an accomplishment...

Write down here what you consider to be the four areas of your life or four specific things that are most important to you:

1.

2.

3.

4.

Now, put a line under the most important one. What goals have you set in this area? What are you doing to make them a reality? When do you want to achieve these goals? If you truly want to make your goals a reality, remember:

- Develop a plan for reaching your goal. Be specific and realistic!
- Give yourself positive messages about your ability to reach your goal.
- BE PERSISTENT! Follow through on your plan, regardless of criticism or obstacles.

When your plan seems to "hit a bump," then you may have to modify it. If you are not getting results, you may have to take stock and make changes. That's okay. The important point to remember is that you can make your goals a reality through taking responsibility and taking action.

On the next page, take two of the goals you set for yourself and develop a specific action plan for each one.

Action Plan

My first goal is to_____

_____

These are the steps I plan to take in order to achieve my goal:

My second goal is to_____

_____.

These are the steps I plan to take in order to achieve my goal:

Module 5
Telephone Etiquette

Communicating on the Telephone

Many times we make our first impression on the telephone. Your telephone manner can literally make or break you. With this in mind, it is very important to use good communication skills on the telephone.

When you make a telephone call, keep these tips in mind:

1. Save a very involved conversation until later in the day, not the first thing of the day when a person is just getting to work and getting organized.

2. Remember time zones in different parts of the country. For example, when it is noon in Atlanta, GA, it is only 9 a.m. in Seattle, WA.

3. Let the phone ring at least eight times before hanging up. Leave a message if possible.

4. Always identify yourself and ask for the person to whom you wish to speak.
For example: "This is Susan Smith of the ____ Company. May I speak with Mr. Brown?"
If you reach a switchboard, simply ask for Mr. James Brown.

5. If you wish to have an involved discussion, ask the person you are calling if it is a convenient time to talk.

6. Be brief if possible. Value the other person's time.

7. Say "good-bye" or "thank you" first when you have initiated the call.

8. Gently replace the receiver about two seconds after you say "good-bye".

When you answer a telephone call:

1. Pick up the phone within three rings, preferably two rings. Waiting time seems longer to the caller than it actually is.

2. Identify yourself immediately. Always say your name rather than "Hello." Do not forget to smile when you answer the call. Your voice sounds pleasant when you do this.

3. Don't transfer calls without giving the person calling the name and extension number of the person to whom he or she is being transferred.

4. If someone is in your office when you take a call, keep your call brief and ask the caller if you may return the call later.

5. Give your full attention to your caller. Don't read a report, talk to someone else, or read the newspaper while talking on the telephone. It is very annoying to speak to someone who is doing something else.

6. Be prepared to take a message. Have paper and pencil within easy reach so the caller won't have to wait while you search for them.

Use your telephone as a good way to build and renew contact with current and future customers. Always remember to use the caller's name in conversation. Remember to listen as well as talk. Let the other party talk frequently.

Finally, don't forget that you always want to carefully avoid the use of slang and overworked phrases, not only on the telephone, but also when speaking in person.

Examples: Overworked Phrases
"Really?"
"I'll say!"
"I can't beat that!"
"Is that so?"
"For real?"

Examples: Illiteracies and Slang
- double negatives such as "haven't seen nobody" or "don't never"

- wrong personal pronouns such as "I" instead of "me". "She gave the reports to Anne and I."

- common expressions such as "borned", "ain't", "you was", "irregardless"

- slang such as "hang on", "yeah", "OK", "she's tied up right now", "bye-bye"

Examples of phrases that are appropriate to use
"one moment please", "yes", "all right", "she's not available right now", "good-bye"

The five most common telephone courtesy mistakes:
1. Hanging up instead of apologizing first when you dial a wrong number.

2. Saying "He/she has my number" rather than leaving it when the person you are calling is not available.

3. Not returning telephone calls promptly. Calls should be returned within 24 to 48 hours.

4. Putting someone on a speaker phone without their permission.

5. Recording a "cute" message on your answering machine rather than a businesslike one.

Practice Exercises

Practice role-playing the following situations:

1. You answer the telephone and must take a long message for your boss from someone you have difficulty understanding.

2. You answer the telephone and must take a message for your boss from someone who does not believe you when you say that your boss is not in the office.

3. You answer the telephone and must respond to an unhappy customer who is rude.

4. You call a business office to ask a question about a bill, and the receptionist is rude.

5. You must give someone directions over the phone.

Module 6
International Etiquette

Foreign Customs

Behavior patterns in different international settings can be somewhat confusing. What we say and gestures we use in our country may be considered inappropriate in foreign areas. Most of our misunderstandings in dealing with those of other cultures stem from poor language translation and cultural diversity. Since the United States is doing more and more business abroad, it is essential that a business person knows the basic rules of etiquette. For our purposes, we will discuss customs in Japan, France, Germany, and Hong Kong.

Japan

The usual form of greeting is a long, low bow, rather than a handshake. Always address a Japanese person by his last name with the title "mister". Never use his first name in greetings.

It is also appropriate to exchange business cards. The giving and taking of business cards with the Japanese should be respected by both sides. The Japanese consider it an indication of the status of the owner. The card should be read on both sides and carefully put away.

In Japan, visitors are invited to dinner parties which may last for hours. It is common to have these parties in a restaurant or club rather than a private home.

If you are invited to a Japanese home, it is necessary to remove your shoes before entering and place them in front of the door you came in.

When given a gift, receive it with both hands.

In the majority of situations, it is a good idea to follow the example set by your hosts. As always, good common courtesy is essential.

Certain colors have special meaning to the Japanese. Red is associated with healing and well-being. Black and white are reserved for funerals.

In Japan, the key to the way you feel about someone is eye contact. The less eye contact you make, the better off you will be—quite the opposite from Western culture.

France

French business people are very conservative and formal. Their usual greeting is a light handshake. A visitor should not offer his hand to a superior.

When invited to visit in someone's home, a gift of flowers or candy is appropriate, but do not give roses or chrysanthemums. Food and meals are a very important part of French life.

The rules to remember when giving a gift are to be very conservative and discreet with your gift. The French word for "thank you" is *merci* (mair-ci').

It is customary in France to be very punctual when meeting a business associate. It is a sign of courtesy and will get you off on the right foot. And in conversation, it is wise to avoid personal issues, politics, and money!

Germany

Germany is a unified country now, but the citizens are still a bit sensitive to the issue of EAST and WEST. So, it is wise to avoid this subject. Better topics would include German sports such as soccer.

In Germany, the handshake on meeting and leaving is customary. Titles are also important to the Germans. Never use a first name until invited to do so. Use a title if one is indicated such as Professor or Doctor.

An invitation to dine in the home of your German business associate is a very special privilege. A man should bring flowers to present to the hostess. Always avoid red roses (they indicate romance), and never give an even number of flowers. Always unwrap the flowers before presenting them to the hostess. When in doubt about the proper procedure to follow in dining, it is best to follow the lead of your host. A thank you note should be sent within two days.

Gift giving in Germany should be modest such as a miniature box of chocolates. Gifts should be wrapped, and generally designer-elegant wrapping is appreciated.

Thank you in German is *danke* (dahnk'-ah).

Hong Kong

In Chinese cultures such as Taiwan, Hong Kong, and Singapore as well as the mainland, you eat what is offered to you with one exception, and the more you eat, the more will be served you; so, it is a never-ending battle to say "No!" Lightly tap your fingers on the table to say "thank you". Leave your tea-cup full to signify you have had enough to drink. The second to last course is usually plain boiled rice. This is the one exception mentioned earlier. You should refuse this particular course. It means you are still hungry, and it is an insult to your host if you eat it.

Hong Kong is a very reserved and formal place in all situations. Blue and white are the Chinese colors for mourning and should not be used in gift-giving.

Initial greetings are handshakes and the exchange of business cards, presented with both hands.

When you are invited to dinner, take gifts of fruit or candy and present the gift with both hands - never your left hand only. Avoid giving clocks, scissors, or other sharp instruments.

Always wait for your host to begin eating or drinking before you do.

To thank someone for a gift, use the word *dojo* (dor-jay). The Chinese love to hear Westerners speak their language, but be very certain of your pronunciation and tone of voice.

Topics to discuss in conversation include health and business, but avoid politics.

Dress in Foreign Countries

In foreign countries, dress is generally the same as here in the U.S. - dark suit, tie, white shirt for a man, dark business suit or tailored dress for a woman.

One note of caution. Polyester is the mark of an amateur. Even if it means many dry-cleanings, it is imperative that your clothes have the mark of quality (wool, silk, linen, and cotton) if you want to look like a serious business person.

Practice Exercises

1. Choose one of the countries mentioned in this chapter or another that interests you, and do a short report on business customs.

2. Numerous companies in our area are foreign-owned. Do research on three of these companies and find out as much information as you can about what products they manufacture, what country they are from, and why they located in our area. One good way to complete your report would be to interview someone in the Human Resources division of each company you have chosen to research.

3. Invite a guest speaker from another country to speak to your class on manners and customs of their culture.

References

These references would be helpful sources of more in-depth information in the areas covered in Modules 1-5. They are listed by author and title:

At Ease, Inc. **Business Etiquette Tip Sheets.**
Axtell, Roger. **Do's and Taboos Around the World.**
Barker, Joel Arthur. **Paradigms.**
Beatty, Richard H. **The Five-Minute Interview.**
Bixler, Susan. **The Professional Image.**
Professional Presence.
Bolles, Richard Nelson. **What Color is Your Parachute?**
Drucker, Peter F. **Managing for the Future.**
Hopkins, Tom. **How to Master the Art of Selling.**
Johnson, Spencer. **Yes or No: The Guide to Better Decisions.**
Kiam, Victor. **Going for It!**
Kleiman, Carol. **100 Best Jobs for the 1990s and Beyond.**
Medley, H. Anthony. **Sweaty Palms.**
Murphy, Kevin J. **Effective Listening.**
Ries, Al and Jack Trout. **Positioning (The Battle for Your Mind).**
Sabath, Ann Marie. **Business Etiquette in Brief.**
Schwartz, David J. **The Magic of Thinking BIG.**
Soloman, Muriel. **What to Say When...**
Working with Difficult People.
Thomsett, Michael C. **The Little Black Book of Business Speaking.**
Walker, Donald D. and Edward J. Dwyer. **The American Almanac of Job and Salaries.**
Yale, Martin. **Knock 'Em Dead: The Job Seekers Ultimate Handbook.**

Sources for information about international customs:

Japan Air Line
Literature Distribution Center
P.O. Box 7712
Woodside, NY 11377

CompuServe--Travel Fax
5000 Arlington Center Blvd.
P.O. Box 20212
Columbus, OH 43220

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